THE
ART
OF
STRIPPING. . .

P icture a complete system. One that provides a simple, reliable, and cost efficient way to distribute and retrieve information. The centerpiece of this system is the Cauzin Softstrip™ reader. A state-of-the-art scanning device, it is rapidly changing the shape of computer software.

But the Cauzin Softstrip System is more than just software or data on paper. Invest in this system and you can do much more with your computer. And for far less than you are probably spending now. You can even create and print out your own data strips.

Anything you can put on a magnetic disk, you can put on a Softstrip data strip. Facts. Figures. Software programs. Video games. Product demonstrations. Sheet music. And the list goes on.

A single strip can hold up to 5500 bytes of encoded data. And multiple strips can be linked together when program material is longer.

There is no limitation on the type of files that can be stored on a data strip. Text. Binary. ASCII. Graphics. Sound. BASIC. Assembly language. And much more. In fact, any combination of files can be stored on any data strip, or on a group of data strips.

And when there are text files, the data strips can be read into ANY computer and used by ANY computer.

But that's just the beginning of the Softstrip story and the real art of stripping...

A STROKE OF GENIUS

With the Softstrip System, the long hours of keying in programs are an ordeal of the past. So too is the frustration of trying to debug those programs. But what you save in time and money is only the beginning. Because the Softstrip System is just that—a total system.

WHAT YOU GET

For only $199.95 you get the Softstrip reader, a special storage base, and full one-year replacement warranty. And there's more...

A complete Accessory Kit containing connector cables and communications software links your computer to the reader. There's also a StripWare™ Sampler with page after page of programs from such popular authors and publishers as Addison-Wesley, Family Computing®, Hayden Books, Nibble/MicroSPARC, Osborne/McGraw-Hill, The Waite Group, John Wiley & Sons, and many others.
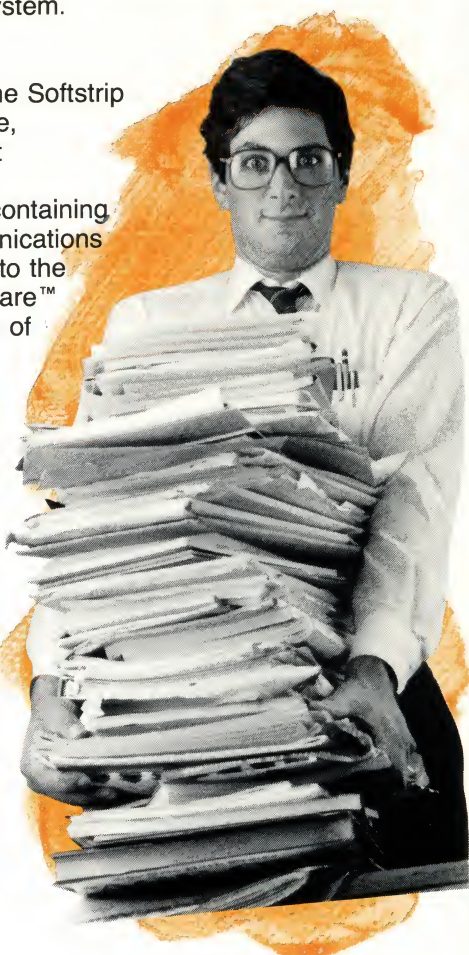
FREE OFFERS

Once you become a Softstrip reader owner, you'll get a FREE one year StripWare Club membership with programs mailed to you monthly. You'll even receive a FREE Cauzin Effect Newsletter. Our publication is filled with the latest updates and news about important Softstrip developments.

STRIPWARE LIBRARY

Add to your collection of Softstrip data strip programs. Every month in more than one dozen of the leading computer publications, you'll find our StripWare Library featuring programs, data, art, spreadsheet macros and templates.

BUT THERE'S STILL MORE...

You'll find a growing list of StripWare brand software in authorized Softstrip Dealers across the country. Our collection of titles includes everything from utilities, graphics and entertainment to business programs. There's even a program to make your Macintosh talk. All for only $2.98 to $19.98!

You can buy the Softstrip System at all better computer stores. For the one nearest you, or to order direct, (if there is no dealer in your area) call: 1-800-533-7323 in Connecticut: 203-573-0150.

SOFTWARE APPLICATIONS

A picture can be worth a thousand words, especially when it's a Softstrip data strip. And with the Softstrip technology, the distribution and retrieving of information takes on a new shape, meaning and purpose.

BOOKS & MAGAZINES
Publishers everywhere are increasingly turning to Softstrip data strips to bring you program material right from the pages of their books and magazines. Suddenly, readers and subscribers no longer have to laboriously key in lengthy program listings.

SOFTWARE PUBLISHERS
Now there's the ability to sample the latest software programs right off a printed page. Whether it's an outline for READY!™ from Living Videotext, the makers of ThinkTank™, or demos of CBS Software programs from an 11 program series, Softstrip technology is delivering eye-opening previews and hands-on interaction in a way never thought possible before.

PROMOTIONAL LITERATURE AND ADVERTISEMENTS
Additional information or product specs can now be placed in limited space whether it's a page advertisement or a lengthy brochure. The Softstrip solution means printed material with more punch than ever before.

EDUCATIONAL COURSEWARE
From teacher manuals to text books, Softstrip data strips are being viewed as a unique supplement for more completely integrating computer-aided instruction. On the pages of a mathematics or scientific book, through the efforts of publishers such as Burgess Communications and Houghton-Mifflin, softstrip technology is finding an invaluable role in the classroom.
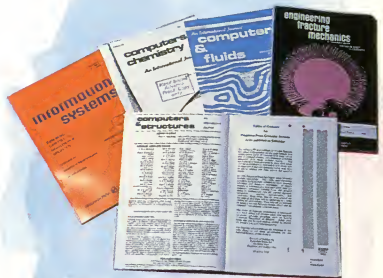
# INFORMATION PUBLISHING

BIBLIOGRAPHIES
Softstrip technology is providing a simple solution for individuals who want instant access to Tables of Contents or Indexes. And the Softstrip data strips appearing in technical and scientific journals from Pergamon Press, are just the beginning.

DATA BASE UPDATES
Whether it's a chemical abstract, price listings, catalogs, telephone data, or financial reports, regular updates for major files are a natural for Softstrip data strips. And with the Softstrip System there's the ability to use the same material with different computers, ending the problems long associated with media incompatibility in the computer industry.

USER GROUP NEWSLETTERS
For user groups, Softstrip data strips provide a low cost alternative to the copying of disks. And, for the delivery of program material within newsletters, data strips open up new vistas for the dissemination of information and data.
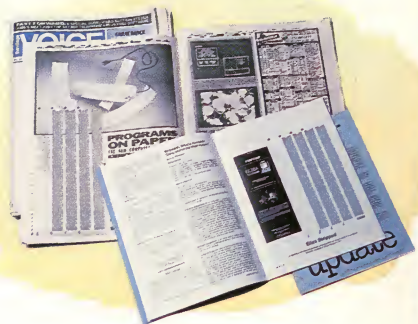
MAKE YOUR OWN DATA STRIPS

Do you want to create your own original data strips? Well, now you can with the only make-it-yourself Softstrip data strip program available. "STRIPPER™" is a special StripWare package that lets you print your disk files as strips using a dot matrix printer.

The dot matrix printing software is only $19.95! But just think of the things you could be stripping. Store backup files on paper. Print, copy, and mail your own programs, text, or data to others easily and inexpensively. Even exchange files between different computers.

And to use STRIPPER is as simple as painting by the numbers. Just load the program and tell it what disk files(s) you want to print out as strips. STRIPPER does the rest. You can put up to 1000 bytes on each strip printed on the dot matrix printer and up to 8 strips on each page. Quickly and automatically.

Then show off and share your handiwork, by using a high quality photocopier machine to run off a few copies of your data strips.

THE ARTISTRY CONTINUES. . .

With a laser printer, the make-it-yourself data strip program is truly amazing. Print strips with increased density. In fact, you can create strips with up to 3,800 bytes of data, or 25K bytes per page.

Add strips to almost any documents as a cost-efficient method of distributing important data. Or, you can add strips to existing reports for a new dimension in information transmission and retrieval.

- **Turn your computer files into data strips.**
- **Move data between different types of computers.**
- **Trade programs and data with associates.**
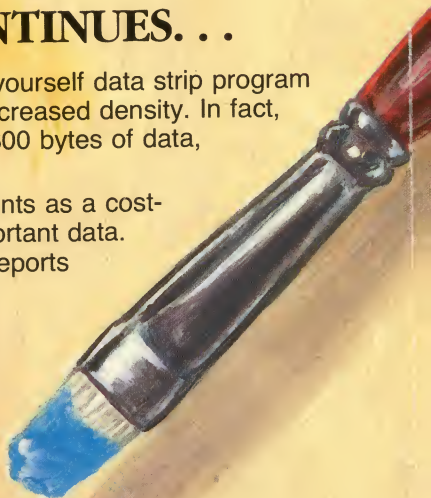
MASTER STROKES

Softstrip data strips, even those you can make yourself, were designed to withstand problems commonly associated with dirt, stains, pen marks, scratches, and even coffee spills.

Although they're not indestructible, data strips are surprisingly resilient. The reason for this is due to the error-correcting and detecting techniques incorporated in the Softstrip system.

The Softstrip reader uses infrared illumination, allowing it to 'see through' most dyes such as those found in ball point pen ink, magic markers, or lipstick. But, in addition, the data strip itself offers two levels of redundancy and error detection as well as correction, so scratches, dropouts, small blotches, and other surface blemishes, commonplace in normal printing processes, will usually not destroy any data on a strip.

In fact, strip data accuracy is checked via parity bits at the beginning and end of every data line, as well as by a strip checksum. This unique design results in an undetected bit error rate of less than one bit error per 10,000,000,000 bits.

BRUSHING UP ON TECH SPECS

The Softstrip reader weighs only ten ounces, and is sixteen inches long, three inches wide, and two inches high. It connects through the serial or cassette port of Apple II series computers, the serial port of IBM PC and compatibles, and the modem or printer port of Macintosh models. Every reader comes complete with:
- power cord and attached transformer
- storage base
- connector cables for specific computers
- Cauzin communications software

ALL YOU NEED TO START STRIPPING...
besides your computer, a Softstrip reader, and STRIPPER.
FOR APPLE OWNERS
STRIPPER is compatible with Apple Imagewriter printers, Epson RX and FX printers. Also needed is one of the following interface cards:
Super Serial™ Card (built into Apple //c)
Grappler™ graphics card
Dumpling™ graphics card
FOR IBM PC or any 100% COMPATIBLE MACHINE OWNERS
Epson FX or RX printer
Printer interface card
MACINTOSH OWNERS
Apple Imagewriter I or ImageWriter II printer

BUSINESS AND COST CONTROL

REPORT & DATA DISTRIBUTION
When businesses publish price lists or catalogs to branch offices or distributors, data strips can mean the difference between effectively and inexpensively getting important data out. Detailed costs, rate tables, or anything that is time sensitive, can now be part of the computer age via paper.

STORAGE OF PROGAMS AND DATA
In business, the combining of human readable and computer readable information on the same piece of paper can be an invaluable resource. Archival data on the printed page can now be linked with any computer, then easily stored in file cabinets and brought up when needed ... instantaneously.

UNIVERSAL COMPATIBILITY
The universal data strip format allows files to be transferred between computers of different types, making disk compatibility issues a problem of the past.

TECHNOLOGY EXTENSIONS

CREDIT & IDENTIFICATION CARDS
Softstrip data strips, only 3.0 inches long, can hold up to 1,500 characters of data. Compared to mag strips, the choice is clear. And the mini-strip card reader, incorporating state-of-the-art sophistication and design, offers the same degree of reliability and durability at a fraction of the cost, compared to current technologies.

FINANCIAL DATA STATEMENTS
With the Softstrip System, monthly bank statements can now be reconciled at the press of a button for personal accounts as well as those of major corporations. Even stock activity can be charted with a computer data base to keep on top of market conditions and price fluctuations.

UTILITY BILLS
With the addition of Softstrip data strips and laser printing processes, telephone bills and other regular utility statements can directly provide computer readable monthly call information and billing charges on the same printed page as standard line items.

A HIGH DENSITY IMAGE SCANNER
Using an economically priced kit, the reader can operate as a 400 line per inch optical scanner. The scanner output is divided into a two-level signal to detect a preset threshold that distinguishes black from white.

You can buy the Softstrip System at all better computer stores. For the one nearest you, or to order direct, (if there is no dealer in your area) call: 1-800-533-7323 in Connecticut: 203-573-0150.

CAUZIN
Creators of the Softstrip(tm) Technology